

Buy Detail Report

Revision #: Date: 10/20/2016

3:13 PM

Client: Caldwell for Mayor

Media: TV

Product: Caldwell for Mayor

Market: Honolulu

Estimate: 3621

Description: Caldwell TV 10.24-10.30

Flight Start Date: 10/24/2016 03:00 AM

Flight End Date: 10/30/2016 11:59 PM

Survey: May16 DMA Nielsen Live+1

Buyer: Janel Masatsugu

Vendor: KHON-S2

88 Piikoi St

Honolulu, HI 96814

Contact: Sara Poland

E-Mail: spoland@khon2.com

Phone: 591-4292/292-0101c

Fax: 591-9085

Affiliation: FOX

Send Billing To: Anthology Marketing Group

1003 Bishop St., 9th Floor, Pauahi Tower

Honolulu, HI 96813

Phone: (808) 544-3000

Separation between spots: 30

Line	Daypart No Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/24	Total Spots
KHON-S2							
20	MTuWThF 6:00a- 7:00a WAKEUP 2DAY 6	EM	\$225.00	\$191.25	30	2	2
21	MTuWThF 7:00a- 8:00a WAKE UP 2DAY@7	EM	\$225.00	\$191.25	30	2	2
22	MTuWThF 8:00a- 9:00a LIVING808	EM	\$115.00	\$97.75	30	2	2
23	MTuWThF 12:00a- 1:00p JUDGE MATHIS	RT	\$20.00	\$17.00	30	2	2
24	MTuWThF 1:00p- 2:00p PEOPLE'S COURT	DT	\$20.00	\$17.00	30	2	2
25	MTuWThF 3:00p- 4:00p DR. PHIL	DT	\$75.00	\$63.75	30	2	2
26	MTuWThF 4:00p- 5:00p JUDGE JUDY/JUDGE JUDY B	EF	\$100.00	\$85.00	30	3	3
27	MTuWThF 5:00p- 5:30p KHON 2 NEWS@5	EN	\$550.00	\$467.50	30	3	3
28	MTuWThF 6:30p- 7:00p WHEEL-FORTNE	PA	\$1,125.00	\$956.25	30	2	2
29	MTuWThF 9:00p- 9:30p KHON 2 NEWS@9	PT	\$600.00	\$510.00	30	1	1
30	MTuWThF 10:00p-10:30p KHON 2 NWS@10	LN	\$900.00	\$765.00	30	2	2
31	MTuWThF 10:30p-11:00p INSIDE EDITION	LF	\$250.00	\$212.50	30	3	3
32	Sa 6:30p- 7:00p WHEEL-FORTNE W	PA	\$600.00	\$510.00	30	1	1
33	Su 6:00p- 6:30p	EN	\$750.00	\$637.50	30	1	1

Buy Detail Report

Revision #: **Date:** 10/20/2016
3:13 PM

Client: Caldwell for Mayor
Media: TV
Product: Caldwell for Mayor
Market: Honolulu

Estimate: 3621
Description: Caldwell TV 10.24-10.30
Flight Start Date: 10/24/2016 03:00 AM
Flight End Date: 10/30/2016 11:59 PM
Survey: May16 DMA Nielsen Live+1
Buyer: Janel Masatsugu

Vendor: KHON-S2
88 Piikoi St

Honolulu, HI 96814
Contact: Sara Poland
E-Mail: spoland@khon2.com
Phone: 591-4292/292-0101c
Fax: 591-9085
Affiliation: FOX

Send Billing To: Anthology Marketing Group
1003 Bishop St., 9th Floor, Pauahi Tower

Honolulu, HI 96813
Phone: (808) 544-3000

Separation between spots: 30

Daypart Line No Program	Daypart Code	STN Gross	STN Net	Wks Dur 10/24	Total Spots
KHON-S2					
KHON 2 NEWS@6					
Total Spots: 28					28
Total Cost:		\$10,060.00	\$8,551.00		28

Signature: _____

Disclaimer:

Buy Detail Report

Summary by Station/Month

Date: 10/20/2016

3:13 PM

Client: Caldwell for Mayor

Media: TV

Product: Caldwell for Mayor

Market: Honolulu

Estimate: 3621

Description: Caldwell TV 10.24-10.30

Flight Start Date: 10/24/2016 03:00 AM

Flight End Date: 10/30/2016 11:59 PM

Survey: May16 DMA Nielsen Live+1

Buyer: Janel Masatsugu

Send Billing To: Anthology Marketing Group

1003 Bishop St., 9th Floor, Pauahi Tower

Honolulu, HI 96813

Phone: (808) 544-3000

Separation between spots: 30

Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
KHON-S2						
	OCT 16	28	\$10,060.00	100%	\$8,551.00	100%
Market Total:						
	OCT 16	28	\$10,060.00	100%	\$8,551.00	100%
		28	\$10,060.00		\$8,551.00	